

MEMORANDUM

July 31, 2009

TO: Eric Friedman, Director, Office of Consumer Protection

FROM: Chris Cihlar, CountyStat Manager

SUBJECT: Office of Consumer Protection Headline Measure Review

The following items were identified for follow up during the July 31, 2009 CountyStat meeting:

1. For headline measure #1 (percent of consumers using OCP services who found out about the office through each communication method), disaggregate the "Other" category into major themes (i.e repeat customer).
Responsible party: OCP
Other parties involved: CountyStat
Deadline: September 1, 2009
2. For headline measure #2 (average number of workdays to investigate and close a written complaint), convert 90 day goal to workdays.
Responsible party: OCP
Other parties involved: CountyStat
Deadline: September 1, 2009
3. Connect customer service survey to headline measure #3 (Percent of cases within OCP's jurisdiction that are resolved by OCP), to determine if customers with unresolved cases are still satisfied with OCP customer service.
Responsible party: OCP
Other parties involved: CountyStat
Deadline: September 1, 2009
4. For headline measure #2 (average number of workdays to investigate and close a written complaint), begin to incorporate which case closures taking longer than 90 days to close were inside and outside OCP control into the office's data collection effort.
Responsible party: OCP
Other parties involved: CountyStat
Deadline: October 5, 2009
5. Develop a web marketing framework that incorporates increased use of web 2.0 strategies.
Responsible party: Office of Consumer Protection (OCP)
Other parties involved: PIO, DTS, CountyStat
Deadline: November 2, 2009
6. Continue to work on collecting address data for information calls to the office, and work with CountyStat to map those customers.
Responsible party: OCP
Other parties involved: CountyStat
Deadline: January 5, 2010

cc: Timothy Firestine, Chief Administrative Officer
Fariba Kassiri, Assistant Chief Administrative Officer